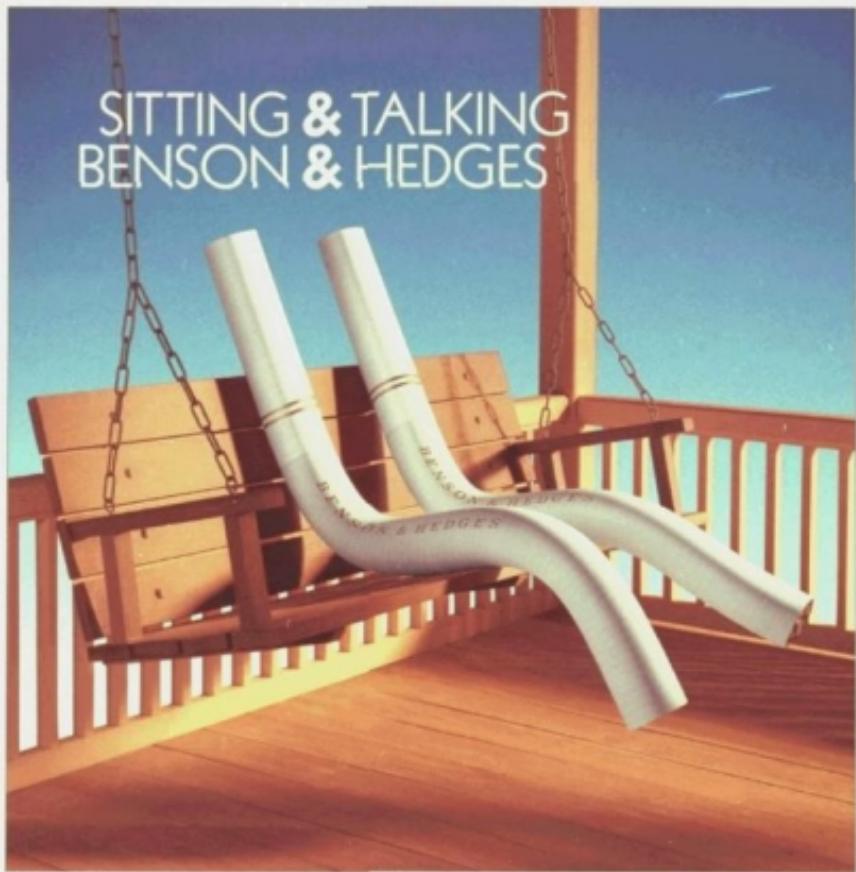


LEO BURNETT U.S.A.

AD4731-D2 RECOMMENDED "SITTING & TALKING" PG 4/C (9-3/4" x 12") ATLANTA TRIB., NO. TRIB., NDIGO, 1987

SITTING & TALKING BENSON & HEDGES



15 mg "tar," 1.1 mg nicotine av. per cigarette by FTC method. © Philip Morris Inc. 1987

SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide



A MOMENT OF PLEASURE
WITH THE 100MM CIGARETTE